

# ShelfLife

IRELAND'S RETAIL AUTHORITY

## MEDIA PACK 2022



## LARGEST

FMCG circulation & readership in Ireland

**80,000**

Monthly Touchpoints

**8,712**

Monthly Circulation

ABC Audit Period:  
July 2020-June 2021

**15%**

**HIGHER**

Readership than the next FMCG title



**2,700+**  
Likes



**5,600+**  
Followers

### MONTHLY ONLINE STATS

**27,836**  
Visits

**52,250**  
Page views



Member  
Audit Bureau  
of Circulations



# WHY CHOOSE ShelfLife?

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ShelfLife can be found in all retail establishments. We are reaching a growing number of readers with both a direct and indirect involvement in the sale, marketing and regulation of FMCG brands, and most importantly frontline staff who are influencing customers with what they read in ShelfLife.



## GREAT COVERAGE

ShelfLife is sent to over 8,712 qualified principles in the convenience, multiple, off-trade and independent retail sectors.

## BRAND TRUST

ShelfLife is a publication that is trusted by our readers. This trust provides a platform for brands to advertise their products to the trade. ShelfLife is the number one choice for advertising products and services related to the grocery industry.



## HIGH CIRCULATION

ShelfLife is the magazine with the highest circulation of any trade title in the country.

## WIDE READERSHIP

ShelfLife's readership and audience reach nationwide is 15% higher than Checkout and 26% higher than Retail News

## SUBSCRIBER BASE

ShelfLife's weekly newsletter 'The Week in Grocery', is sent out to an opt-in subscriber base of over 5,000.



## 25 YEARS OF EXCELLENCE

ShelfLife has published in-depth articles, industry news, market reports, analysis and opinion for over 25 years.

## MONTHLY ONLINE STATS

27,800+ Visits      52,000+ Sessions

## ONLINE

The ShelfLife online offering [www.shelflife.ie](http://www.shelflife.ie) is the leading FMCG trade website.



## NOFFLA READERS

The official magazine for members of the National Off-Licence Association (NOFFLA).

## CSNA & MORE READERS

The official magazine for members of the Convenience Stores & Newsagents Association (CSNA), and affiliated with retail associations such as RGDATA and NFRN.



## AWARDS

ShelfLife runs the National Convenience Store Awards, and also the Grocery Management Awards.



# RETAIL BREAKDOWN READERSHIP

## OFF-TRADE:

ShelfLife is the official magazine for members of the National Off-Licence Association.

## INDEPENDENTS:

ShelfLife is the official title for members of the Convenience Stores & Newsagents Association and is circulated to all its members.

## WHOLESALE/ CASH & CARRY:

Musgrave, Stonehouse, Value Centre and independent outlets throughout the country receive ShelfLife.

# WHO READS ShelfLife?

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## Symbol Groups

Centra, Costcutter, Daybreak, XL, Gala, Day Today, Spar, Londis, Mace, Nearby, Quik Pick, Today's, Fresh, Gala, Your Stop.

## Independents

ShelfLife is the official title for members of the Convenience Stores & Newsagents Association (CSNA) and is circulated to all its members.

## Supermarkets

Dunnes Stores, Tesco, SuperValu, Aldi, Lidl, Marks & Spencer, Iceland, Donnybrook Fair, Mortons, Eurospar.

## Wholesale/ Cash & Carry

Musgrave, Stonehouse, Value Centre and independent outlets throughout the country.

## Off-Trade

ShelfLife is official magazine for members of the National Off-Licence Association (NOFLA).

## Forecourt

Applegreen, Gulf Oil, Circle K, Emo, Texaco, Maxol, Amber, Inver, Campus, Top Oil.

## FMCG Buyers

### Members of RGDATA

Store managers and key decision makers within leading retail organisations

Manufacturers and suppliers

Managing directors and head buyers

Business marketing managers

PR and marketing agencies

Marketing and market research consultants

Brand managers

Recruitment agencies

Information technology professionals

IT resellers/distributors and manufacturers

# WHAT OUR CUSTOMERS SAY

“ ShelfLife is an integral part of the Irish retail industry and we look forward to it each month to receive up to the minute news and views on the trade. BWG has worked with ShelfLife for many years and I always find the team extremely professional and reliable. We look forward to maintaining a strong relationship into the future.

BWG Foods

SUZANNE WELDON,  
Marketing & Communications Director

“ For those in retail, particularly those in the newsagent and convenience store sector, it would be difficult to imagine a month without ShelfLife. It continues to inform us and remains as relevant today as it was when it was first published.

CSNA Convenience Stores & Newsagents Association  
VINCENT JENNINGS, CEO

“ For 20 years ShelfLife has been at the forefront of highlighting future trends and espousing the benefits of technology to the retail industry.

Intouch

SEAMUS MCHUGH, Retail Sales Director

## SOCIAL MEDIA



Like us at  
Facebook

[www.facebook.com/shelflife.ie](http://www.facebook.com/shelflife.ie)



Follow us  
at Twitter

@shelflifedotie

# BESPOKE PACKAGES

In addition to advertising, we also offer bespoke promotional packages including section sponsorship, company 'spotlight' profiles, cover wraps, inserts, and much more. To hear more on these opportunities, please contact us.

## Integrated print & online campaign

A blended campaign of activity that covers your target audience in print & online at ShelfLife.ie. The site attracts more than 16,000 unique visitors per month. A package can be created to suit your goals and budget.



## Sponsorship

Align your brand and message with various sections within ShelfLife. Sections available for sponsorship include; Market Movers, social diary, recruitment, store profiles.

## Company 'spotlight' feature

'Spotlight' is a series of articles opening its pages to experts in a range of fields to hear what topics they think will make a critical difference for organisations and retailers working in the FMCG/ grocery sector. Whether it is an emerging trend, existing solution, technology or a lingering issue that brand owners/retailers are looking to solve, Spotlight is an ideal platform.



## BELLYBAND

- A bellyband is a **printed wrapping** strip folded around every issue
- Can be located to 'bookmark' your printed advertisement inside the issue
- **Budget approx €3,500**



## U-SHAPE COPY

- A unique advert size and format **calculated to give maximum impact**, incorporating editorial attention with a double page spread
- **Cost: €2,600**



## TAILORED COVER FLAP

- Printed on magazine cover stock
- Integrated with cover for maximum first-view impact
- Includes image area on reverse of flap
- **Cost: €3,500 (without print cost) €5,000 (incl. print cost)**



## GATEFOLD

- The **MAXIMUM IMPACT** advertisement format
- Inside Front: 3-pages to view (including Inside front premium position)
- Within magazine: 4 pages to view
- **Cost: €6,950**

# ShelfLife FEATURES 2022

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## JANUARY

1. Packaged & Cooked Meats
2. Bottled Water
3. Veganuary
4. Kombucha

## FEBRUARY

1. Paper Products
2. Sports Nutrition, Protein, & Energy
3. Frozen Foods
4. Easter
5. Bread
6. Oral Care
7. Gut Health

## MARCH

1. Infant & Baby
2. RYO Tobacco
3. Dairy
4. Recruitment Agencies
5. Sustainability
6. Rum
7. No/Low Sugar Brands

## APRIL

1. Soft Drinks
2. Ice Cream
3. Sugar Confectionery
4. Sales & Marketing
5. Irish Whiskey
6. Banking Services
7. Alternative Proteins - Plant-Based Innovation

## MAY

1. Summer Drinks (Alcoholic)
2. BBQ
3. Tobacco
4. Upcycling
5. PR & Marketing Agencies
6. Convenience Foods
7. Sustainable Packaging: Reduction of Single-Use Plastic

## JUNE

1. Kantar Worldpanel Top 100 Brands at Home
2. Crisps & Snacks
3. 'Free From' (Gluten Free, Lactose Free, Dairy Free, etc)
4. Pet Food
5. Gin
6. Health & Beauty
7. Forecourt

## JULY

1. Back to School Lunchbox Fillers
2. Stationery
3. Driving Footfall
4. Craft Beer
5. Reducetarianism
6. Summer Wines
7. Foodservice

## AUGUST

1. Healthy Family Foods
2. Breakfast
3. Cooking Sauce
4. Symbol Groups: Franchise
5. Laundry & Household
6. Franchise Partners
7. RTDs

## SEPTEMBER

1. Hot Beverages
2. Confectionery
3. Biscuits
4. Newspapers
5. Mixers
6. Hard Seltzers
7. Halloween

## OCTOBER

1. OTC Medicine
2. Fuel
3. Soup
4. Irish Brands
5. Cash & Carry Insight
6. No/Low Alcohol Drinks
7. Canned Goods

## NOVEMBER

1. Xmas Drinks (Alcoholic)
2. Xmas Essentials
3. Home Baking
4. Soft Drinks
5. Hygiene/AFH
6. Waste Management
7. Blas na h-Eireann Winners Showcase

## DECEMBER

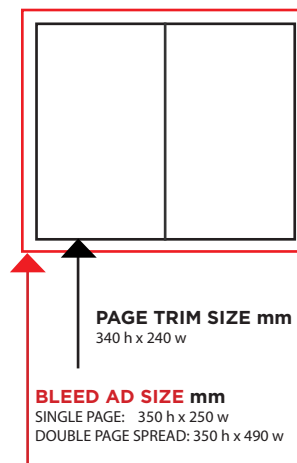
1. Best of the Year
2. Weight Management
3. E-Cigarettes/Vaping Products
4. Fruit Juice & Smoothies
5. Sparkling Wine
6. Olive Oils



# 2022 PRINT ADVERTISING RATES

AD NAME	COST	TRIM SIZE (mm) Height x Width	BLEED SIZE (mm) Height x Width
Double Page Spread	€4,950	340 x 480	350 x 490*
Outside Back Cover	€3,895	340 x 240	350 x 250*
Inside Front/Inside Back Cover	€3,500	340 x 240	350 x 250*
Full Page	€2,950	340 x 240	350 x 250*
Half Page HORIZONTAL	€1,775	160 x 220	
Half Page VERTICAL		330 x 110	
Quarter Page VERTICAL STRIP	€975	85 x 220	
Quarter Page BOX SHAPE		155 x 105	
Wraparounds	€3,500		
Inserts	€3,000		
Transparencies/Market Movers	€475		
Company Profiles	€4,950	340 x 480	350 x 490

## TRIM & BLEED



\* PLEASE NOTE: Adverts requiring bleed must include CROP MARKS and minimum amount of 5mm bleed

## SPECIAL CONSIDERATIONS

- Ad design: on Application
- Discounts: on Application
- Guaranteed Position: +10%

## AD COPY

### DELIVERY PREFERENCES

Email to:  
ian.mulvaney@mediateam.ie

## COPY FORMAT

Adobe PDF format, 300 dpi  
CMYK to exact copy dimensions,  
with bleed and crop marks for  
full page ads.

# CONTACTS

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## CIRCULATION

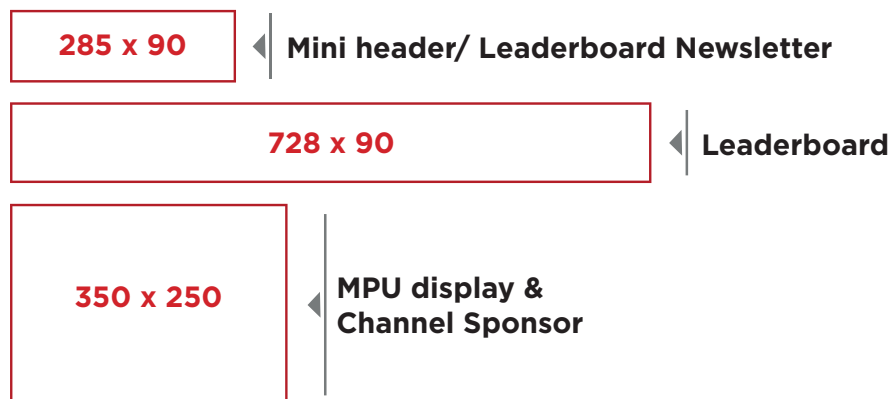
**Paul Byrne**  
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### AD COPY

ian.mulvaney@mediateam.ie

# 2022 ONLINE ADVERTISING RATES

HEADERS	FORMAT	PRICE	SIZE (pixels)
Mini header	Site wide	€500/month	285 x 90
Leaderboard	Site wide	€500/month	728 x 90
MPU display	Site wide	€500/month	350 x 250
Channel Sponsor	Mini header exclusively channel-wide + MPU site wide	€990/month	350 x 250
Leaderboard	Weekly newsletter	€250/week	285 x 90



**SERIES DISCOUNTS AVAILABLE OVER SEVERAL MONTHS**

**PR OPPORTUNITIES AVAILABLE AS PART OF AN ADVERTISING PACKAGE**

**COMBINED MAGAZINE & ONLINE DISCOUNTED PACKAGES AS AVAILABLE**



## ShelfLife

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Extend your reach in the FMCG retail and marketing sector with ShelfLife's website [www.shelflife.ie](http://www.shelflife.ie). Fully searchable, and with 27,000+ unique visits per month, ShelfLife.ie offers the magazine's print content online.



- **Exclusive section sponsor** (includes banner) €990 per month
- **Sections available to Sponsor:**
  - Category Profiles
  - Market Movers
  - Off-Trade
  - RetailTECH
  - Advisor
  - Legal Guide
  - Recruitment & HR
- **Weekly e-mail newsletter**  
ShelfLife's unique roundup of grocery trade coverage in the media, delivered each Tuesday to 5,000+ 'opt-in' subscribers. Ad slot on newsletter: €250 per edition